



Register now for feed buyers mission during World Dairy Expo

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MADISON – Enhance your feed and feed ingredients sales during the World Dairy Expo this year with scheduled one-on-one meetings with international buyers of valued-added feed and feed ingredients. The Wisconsin Department of Agriculture, Trade and Consumer Protection's (DATCP's) International Trade Team will coordinate meetings for you with prequalified buyers from China, Malaysia, Mexico, the United Arab Emirates, Thailand and Vietnam.

The mission will coincide with the World Dairy Expo, which will take place from Sept. 30 to Oct. 4 in Madison, Wisconsin. The buyers will stop in two cities – Madison and Minneapolis, Minnesota. Early registration, which includes a cost savings, ends Aug. 6. Final registration ends Aug. 19.

Products in demand with international buyers include dairy nutrition, milk replacers, soybean meal, high-protein corn meal, probiotics, corn gluten meal, pre-mixed feeds, alfalfa meal and pellets, vitamins and minerals, whey protein, meat and bone meal, trace minerals, amino acids, enzymes, supplements and other value-added feeds.

Buyers missions are cost-effective ways to build relationships with international buyers. Participants in the 2013 Value-Added Feed and Feed Ingredients Buyers Mission reported \$19.3 million in sales as a result of the event. They projected a total of \$27.9 million in sales in the 12 months following the mission.

For more information, contact DATCP's Jennifer Lu at 608-224-5102 or jennifer.lu@wisconsin.gov or Enrique Gandara at 608-224-5113 or enrique.gandara@wisconsin.gov. The event is co-sponsored by Food Export Midwest and DATCP.

What: Value-Added Feed and Feed Ingredients Buyers Mission

Where: Minneapolis, Minnesota
 The Graves Hotel
www.graves601hotel.com

Where: In Madison, Wisconsin
 Concourse Hotel
www.concoursehotel.com

When: Monday, September 29, 2014
 from 10 a.m. to noon and 1 to 5 p.m.

When: Wednesday, October 1, 2014
 From 10:30 a.m. to 12:30 p.m. in the Wisconsin Ball Room
 and
 Thursday, October 2, 2014
 8:30 a.m. to 12:30 p.m. in the Assembly Room

Cost: \$100 if you register by Aug. 6 or \$150 if you register by Aug. 19.

Register: Online at <https://www.foodexport.org/>.